

RESEARCH ON THE PERSPECTIVE AND PATH OF E-CLASS RESOURCES INTEGRATION UNDER THE GUIDANCE OF “SCHOOL-BASED” DEMAND

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ABSTRACT

With the rapid development of information science and technology, Internet is available in the life of every university student all the time everywhere and informationalized lifestyle has become a new normality for university students. E-class network act as an important device and breakthrough to strengthen and improve University Internet ideological and political education, which is achieving great effect but with problems like the lack of users activity and low stickiness etc. The reason for it is explored that the dispersed and scattered network information resource cannot meet the actual demand of users. In this paper, the “school based” thinking is used to explore the effective path of E-class resources integration from various perspectives and make full advantage of the E-class, varying within affairs, advancing within time as well as renewing with situation which plays an effect on universities ideological and political education with the guidance of being close to the actual demand of university faculty and students.

Key words: E-class; “school-based” demand; resources integration; research on perspective and path

With the continuous boosting of strengthening and improving ideological and political education for university students getting further, Internet ideological and political education with the important carrier of Internet has become a new position for ideological and political education of university students. In 2004, E-class platform put forward, created and spread by Shanghai Education Committee emerged as time required and achieved great success in the Internet ideological and political education in Shanghai. The extension and construction of E-class platform was commenced in the universities pilots nationwide step by step. This platform depends on the colorful campus culture and activities, as well as features on the personal consulting and service that meet the demand of student users. E-class “school-based” construction should develop coordinating with the actual school conditions oriented by the major demand of

the E-class users, integrate the campus resources of high quality with special features scientifically and rationally, attract users registration, keep their activity and stickiness, build up the new ways of E-class “school-based” resources integration as well as strengthen the advantages of E-class as the main position and the effective measurement of developing Internet ideological and political education.

AN OVERVIEW OF THE E-CLASS SCHOOL-BASED DEMAND

As a non-commercial public service education network, E-class integrates the advantages on functions and resources of QQ ,Wechat, microblog, BBS and the construction of other new media. E-class collect the massive resources as well as integrate and apply them reasonably, providing a one-stop educational information service of culture and entertainment, education and teachingpluslife service. From the constructionof the pilot to gradual extension, E-class has become a new platform for university Internet ideological and political education, giving full play to the function of culture education as a network body position.

The so called “school-based”, is“based on the school itselfand regard the school as foundation”.Zhao Jinzhou, a Doctor of Education from East China Normal University said in the book*Going towards “school-based”*: As for“school-based,” for school” comes the first, and then is “in school”, while “based on school” is at the end. “For school” is to be directed by school practice and solving the problems the school is confronted; “in school” is to set up such a conception that problems on the school itself should be solved by personnel in the school, through the discussion, analysis of the principal and faculty together, and the plans that are formed in this procession to solve the problems should be carried out in the campus effectively; “Based on school” is that the foundation of “school-based” is the advantageous resources for the school itself. E-class “school-based”demand is to observe the current situation of E-class construction ,available problems plus realistic conditions, explore the new perspective and path that apply to the development of E-class in the school, strengthen the reintegration of resources at all levels in colleges and universities, as well as make plans and strategies for the later development of E-class to promote the sustainable advancement of it in the school with E-class users as the body and the demand of users as the orientation based on the actual conditions of school E-class construction.

THE NECESSITY OF E-CLASS“SCHOOL-BASED” DEMAND-ORIENTED RESOURCES INTEGRATION

With the rapid development of Internet technology and new media, Internet informationalized lifestyle becomes a new normality of university students, bringing deep and multi aspect influence on the thinking and behavior of them. As it were, Internet is available in the life of every university student all the time everywhere. While Internet is altering the lifestyle of students, the unchecked spread of Internet information and problems like the appearance of bad culture etc. exert considerable challenge to the education for young students. To improve the effectiveness of Internet ideological and political education, full play should be given to Internet ideological and political education. E-class acts as a new attempt for improving Internet ideological and political education to meet the university students' need on the Internet interacting community. With the continuous boosting of E-class construction in recent years, the number of its users, its management mechanisms, function construction and many other aspects have been improved greatly, but with problems like low level of users activity stickiness etc. caused by the dispersed network resources.

“School-based” demand-oriented E-class is continuously promoting the further optimization and integration of the urgent resources in the work. Amphoteric conflict is getting increasingly manifest in the extension of E-class among the universities, namely the conflict between dispersion on Internet resources information and the comprehensiveness of information demand by teachers and students in universities. Among the ways of acquiring information used by the university faculty and students, QQ, Wechat, websites, ads and other ways both online and offline are commonly used. The ways to obtain information resources tends to be diversified and information is picking up redundancy and dispersion. Under the circumstance of education in the new age, higher education has put forward higher demands on the comprehensiveness of students' access to information; the information that students need to care about is increasingly integrated. Therefore the problem of how to search for the information resources in emergent demand by faculty and students in the university from the massive and disordered information needs urgent solution, namely how to integrate resources effectively becomes a key problem to be observed.

THE CURRENT SITUATION OF E-CLASS RESOURCES INTEGRATION AND EXISTING PROBLEMS

With the ceaseless progress of E-class construction, the E-class development center of numerous colleges and universities encounter the bottleneck in the process of "school-based" construction. Whether these problems can be solved in time is related to the growth of E-class construction in every university. The activity and stickiness of users should be improved gradually and the role of Internet ideological and political education really played finally. Currently the main constraining element of E-class development in the universities is how to realize the integration and optimization of resources effectively. By organizing the related literature it is found that there are two aspects of problems in the process of integrating the E-class resources currently: the relative scarcity of content resources comes the first, and the second one is the lack of organic combination of school resources.

RELATIVE SCARCITY OF CONTENT RESOURCES IN THE E-CLASS "SCHOOL-BASED" CONSTRUCTION

E-class is the product in the Internet information age, acting as the important device and breakthrough for Internet ideological and political education. Its being and development cannot be available without advanced technology as well as support and filling of new materials. Moreover the E-class "school-based" content resources integration needs ceaseless selection and optimization on the basis of current network resources. On the premise of sticking to the principle that content is the king, resources of all kinds with high quality should be combined actively oriented by satisfying the demand of users. Nevertheless, most of the E-class content construction in the universities relies purely on accumulation of the news report, teaching powerpoint and course materials etc. to fill the blanks of E-class contents, which severely obstructs the "school-based" construction of E-class. Confronting the unchecked spread of Internet resources, the features of content construction are not sufficiently prominent, without unique advantages compared with other Internet education platforms to attract users and it is difficult to meet the demand on Internet cultural works by the university faculty and students. Therefore, the content resources of E-class need to be integrated further.

THE LACK OF ORGANIC COMBINATION OF SCHOOL RESOURCES IN THE “SCHOOL-BASED” E-CLASS CONSTRUCTION

As a new attempt for Internet ideological and political education currently, E-class has been making the important effect of Internet culture education through the development in the recent several years. From the current condition of E-class construction, the problem that it is hard to actualize the effective resources integration in the “school-based construction” exists in most of the universities. The mainly existing reasons are as follows: Firstly, E-class development center can not actualize the seamless connection with every department in school; that is to say in the procession of “school-based” construction, the E-class developing center only concentrates on converting the school resources into the Internet interaction community rigidly to perform the resources integration rather than runs the center as an independent department and institute embedded into the mature websites of the school portal, students center ,recruitment and employment center etc. Faculty and students in the universities take up the most part of the users in the E-class website, therefore to be outstanding among the crowd under the circumstance in the Internet information age, consideration should be taken into the crowd habits of using the Internet, providing convenient and readily service for the faculty and students. Secondly, integration of campus resources should be based on the actual condition of the school, providing one-stop service of personal Internet interaction community for the users through the E-class function of fast building thus realize the deep combination of resources and improve the stickiness and activity of users. Nonetheless ,to realize the exploitation ,customization ,and later maintenance of E-class special functions, except for part of the universities with professional advantages that are able to achieve the exploitation of light applications as well as maintain the everyday operation independently, most schools are unable to achieve or more difficult to do it. These factors are crucial ones that constrain the organic blending of E-class school resources.

THE PERSPECTIVES AND PATHS OF E-CLASS RESOURCES INTEGRATION UNDER THE GUIDANCE OF “SCHOOL-BASED” DEMAND

Resources integration is the base of E-class “school-based” construction, but especially an important factor of influencing the continuous E-class development. Adhering on the basis of “content is the king”, it must be established in the actual condition of the school, satisfy the demand of faculty and students in the university and set going close to the reality and demand as

the starting point and the foothold. By exploring the ways from more than one levels and overall aspects the activity linkage and resources sharing can be actualized both online and offline, forming the “school-based” characteristics and improving the E-class activity and stickiness.

THE PATH OF COLLABORATION FROM THE PERSPECTIVE OF RESOURCES SHARING

Revolving tightly around the fundamental task of moral education and human cultivation, E-class constructs an ideological and political education Internet platform gathering resources, teaching, study and practice service, and should focus on the far-reaching integration with school network media and extend the developing space ceaselessly, forming the mechanism of collaboration both inside and outside the school, thus realize the resources sharing to the largest extent. On the one hand, every university should set their footholds on the actual condition of the school and attempt to set up the E-class “school-based” network platform, integrating and classifying the resources of dean’s office, library, recruitment and employment center, psychological health center and other departments plus those of information consulting, class management ,and life service etc. so E-class can be built with the Internet thinking of open, co-construction and sharing, realizing one-stop digital and informationalized service as well as the effect of education with focused efforts. On the other hand, as the device and breakthrough of university ideological and political education, E-class appears in the relatively late time, the functions and resources of which are in the process of being perfected. Therefore to create new platforms for university ideological and political education based on E-class and campus media must be combined with it. Docking E-class with university official microblog, Wechat subscription, school website and students work management system and getting through the boundaries of the media platform in universities, characterized E-class activities should be publicized and pushed through the well-known media among students. Via mutual collaboration plus organic blending of E-class and new media in the school, maximum sharing of resources of high and fine quality will be actualized. Finally the cooperation and linkage of school and enterprise in E-class can be strengthened, providing internship and employment consult for users, consulting service of studying abroad and postgraduate entrance examination, as well as an intimate network education advisory service for university students.

PERSONAL PATH FROM THE PERSPECTIVE OF USERS DEMAND

Resources integration from the perspective of users demand takes personal customization seriously. E-class is an up-and-coming star among so many Internet education platforms. To

make breakthrough on the platform of Internet ideological and political education, network cultural works should be customized and penetrability of E-class construction should be improved in essence on the basis of sticking to the principle of regarding contents as king ,with contents construction as the main thread, users demand as the guidance, combined with the school characteristics. Above all, demand of E-class users is the combination of common features and personalities, analyzing the common demand of university students deeply, as well as providing instant and convenient sharing of E-class Internet information resources. To create the irreplaceable main position of Internet ideological and political education, under the premise of satisfying the common demand of users E-class still needs to apply to advanced technologies, carry the fast building function of E-class, exploit light applications that can satisfy the personalized demand of students as well as use the digital and informationalized modes. Then, to strengthen the dependence of university faculty and students on the E-class, E-class should attach importance to branding project construction in the process of resources integration, via creating unique E-class modes of serving and educating people. For instance, the second class is the main carrier of university campus culture, with rich contents and various forms. In the process of boosting E-class construction continuously, the effect will be more brilliant if the traditional offline second class activities can be transferred or extended to E-class Internet interaction community to form branding courses which will be spread.

INNOVATIVE PATH IN THE PERSPECTIVE OF INTERNET PLUS

The age of Internet plus which is called 2.0 age where information ,communication technology and Internet platform are utilized to promote innovation of knowledge and society. On this new situation in order to enhance the E-class effect of ideological and political education, using new media like Internet should be recognized and understood well. On the basis of E-class construction, the thinking mode of Internet plus will be developed innovatively, highly fusion of traditional ideological and political education and Internet information technology will be boosted, website stars will be created and clustering effect will be given into full play. What comes the first is to integrate the platform advantages of E-class construction under the background of Internet plus and online education advantages of Mooc courses effectively. Mooclays stress on the creation of teaching methodologies, with rich contents, updated technology, and wide crowds, while the E-class focuses on management in the current construction, especially the management of campus E-class Internet classes. If the Mooc teaching resources can be integrated into the E-class Internet platform effectively, E-class online activity can be improved to a large extent meanwhile let users acquire the upgrading of information in readily and instant ways, actualizing complementary and double win in Mooc

teaching and E-class resources. The second one is to follow the regulation of network development, integrate offline resources by force and create a group of “E-class stars” which is referred to popular E-class users with collaborated efforts. With the rapid development of informationalized technology, webcasts have become a fashion especially for students born after 1995. For adapting to the demand and net use features of student users, E-class interaction platform should be taken as the carrier to integrate offline advantageous and special resources. Through setting particular columns for famous academic and teaching teachers, counselors, psychological health teachers, creation and enterprise advisors, as well as excellent students and student cadres, in the way of webcasts or resources sharing, linkage of activities both online and offline can be realized, a group of “web stars” from E-class will be formed and their clustering effect will be developed. E-class will accumulate popularity, attract the fans to enter and build up a substantial position for Internet education to meet the students demand on study and growth as well as promote the overall development of students.

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